

# MYVOLUTION™

## A NEW DIMENSION OF BEAUTY

### INNOVATIVE BEAUTY APPROACH:

Inspired by the knowledge of a digital image expert, MYVolution™ focuses on specific facial areas to enhance the beauty of each one of us. MYVolution™ turns the **2D image** we post on social networks into **our real 3D image**.

### EASY FACIAL ASSESSMENT:

Simple identification of facial shapes: triangular, round and rectangular.

### M-Y-V APPROACH:

Each facial shape has got different areas of shadows and light which correspond to specific areas identified by 3 letters: **M-Y-V**.  
By modifying the **volume** in these areas, **light and shadows** become **more defined**.

### SHOW YOUR 3D BEAUTY:

MYVolution™ releases your enhanced authentic beauty, by volumizing it with the right quantity of **hyaluronic acid**.

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Aliaxin®  
IS A CLASS III MEDICAL DEVICE

🏭 Rose Pharma S. A. Via San Gottardo, 10  
6900 Lugano, Switzerland

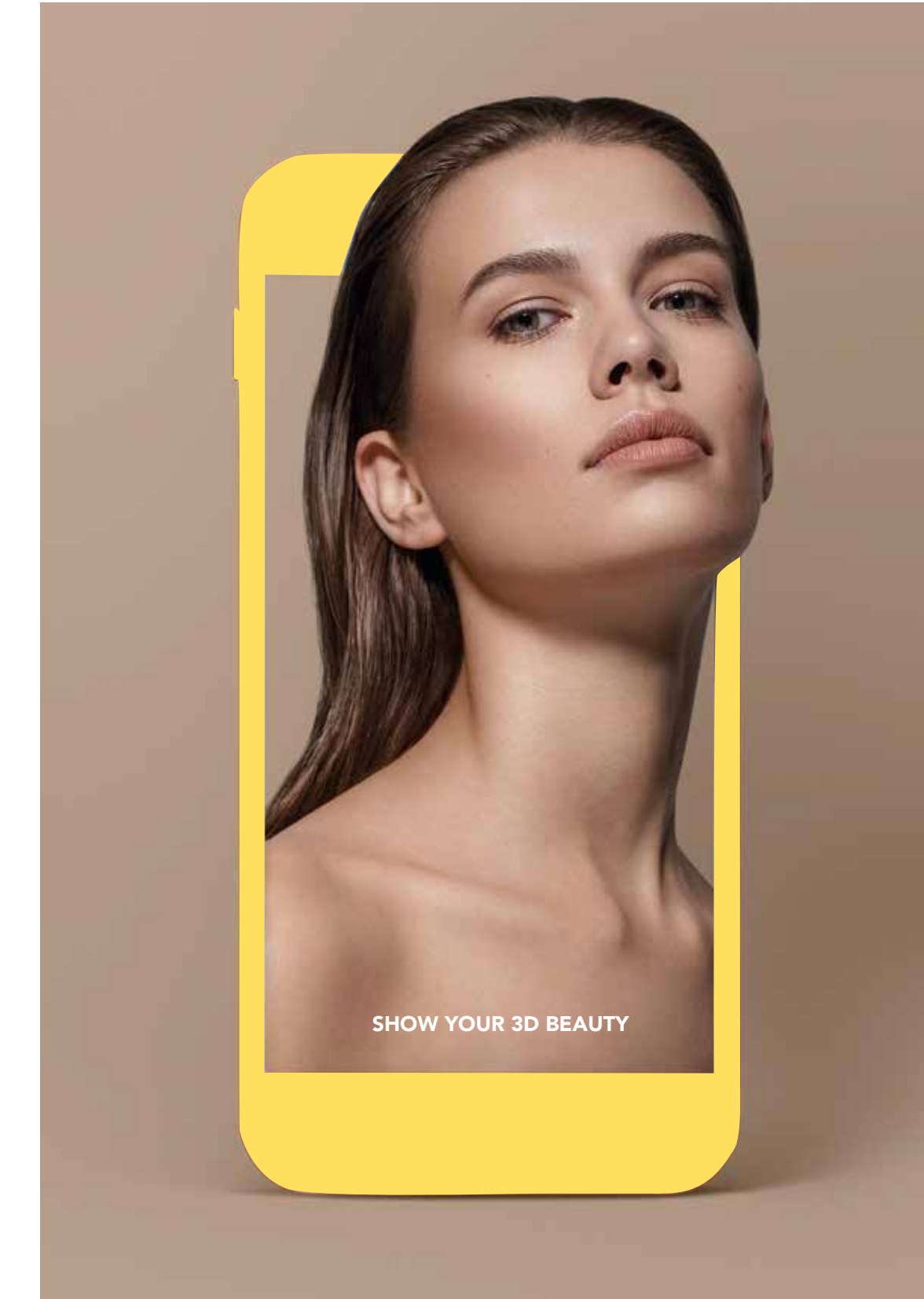
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Aliaxin®

MYVOLUTION™



EVERYONE IS A MASTERPIECE.



Caring Innovation

## IT'S THE BEAUTYGRAMMERS ERA

### BEAUTY IS NOW IN THE EYE OF INSTAGRAM

Today **millennials care more about the way they look on social networks or apps: they post on average 10 selfies every 10 seconds on Instagram.**

Who are those people?

**50.3%** of Instagram users worldwide claim to be women:

- **15%** are 18-24 yrs.
- **15%** are 25-35 yrs.<sup>1</sup>

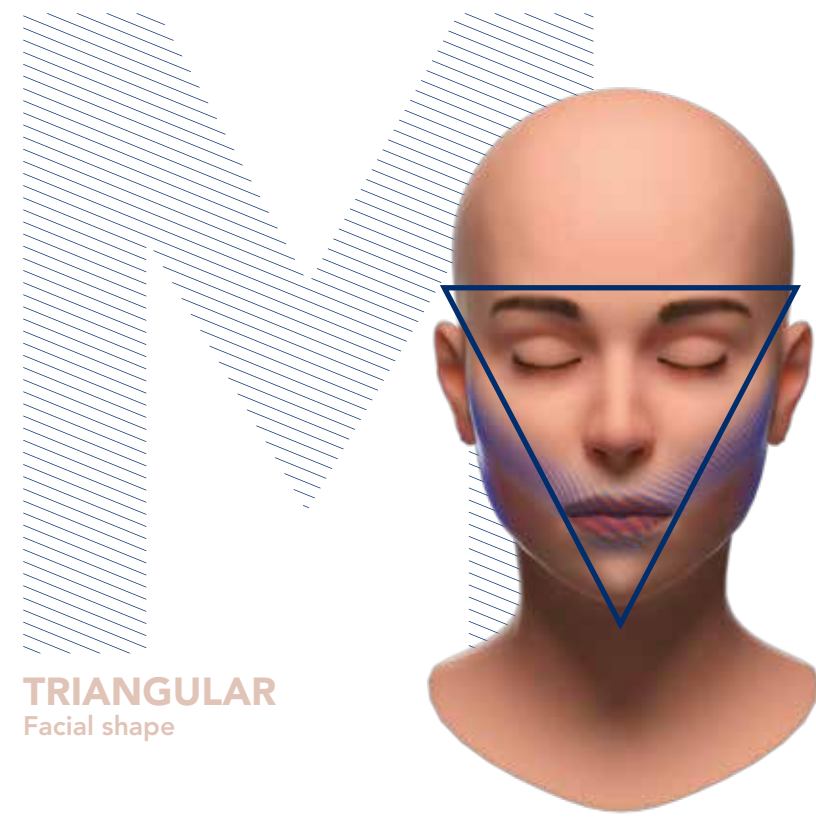
The desire to emulate the flawless image projected by photo filters is creating an increased demand for medical aesthetic treatments.

We are now passing from being beautiful to feeling **beYOUtiful**: women want to enhance their authentic beauty without changing their appearance.

<sup>1</sup>All data from: <https://serpwatch.io/blog/digital-marketing-trends>  
Updated: January 2019



# MYEVOLUTION™ APPROACH



**TRIANGULAR**  
Facial shape

TREATMENT Cheekbones  
PRODUCT Aliaxin® EV  
and/or Aliaxin® SV

TREATMENT Mandibular angle  
PRODUCT Aliaxin® SV

TREATMENT Lip volume  
PRODUCT Aliaxin® LV



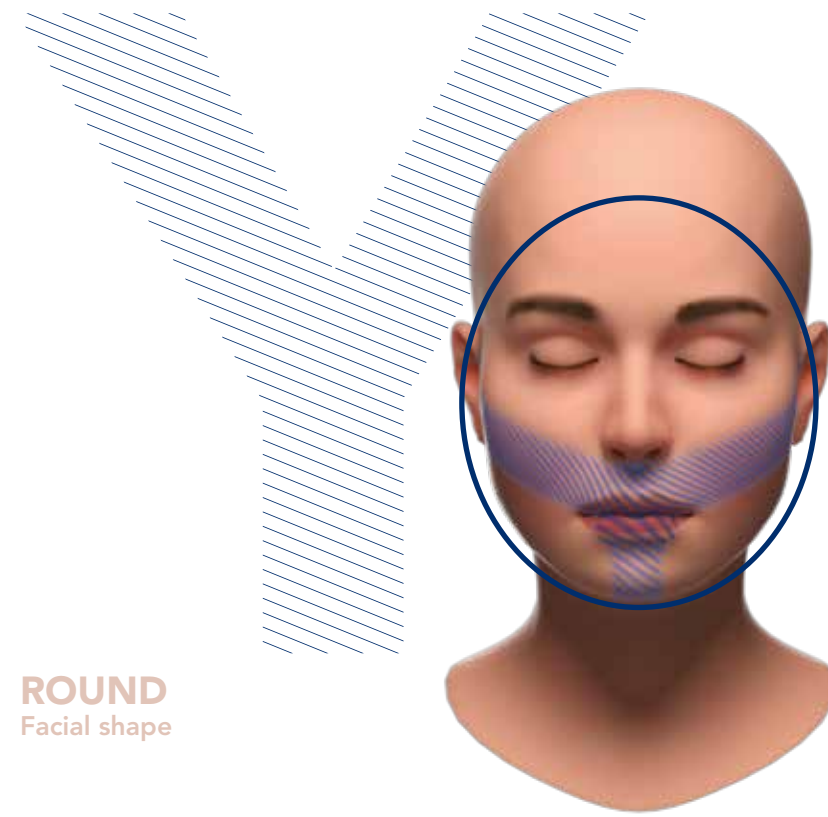
TREATMENT Cheekbones  
PRODUCT QUANTITY 1.1 ml Aliaxin® SV  
per side

TREATMENT Mandibular angle  
PRODUCT QUANTITY 0.5 ml Aliaxin® SV  
per side

TREATMENT Lip volume  
PRODUCT QUANTITY 1 ml Aliaxin® LV

\*Product quantity should be decided by the practitioner based on each patient's individual needs.

Courtesy of Dr. R. Forte

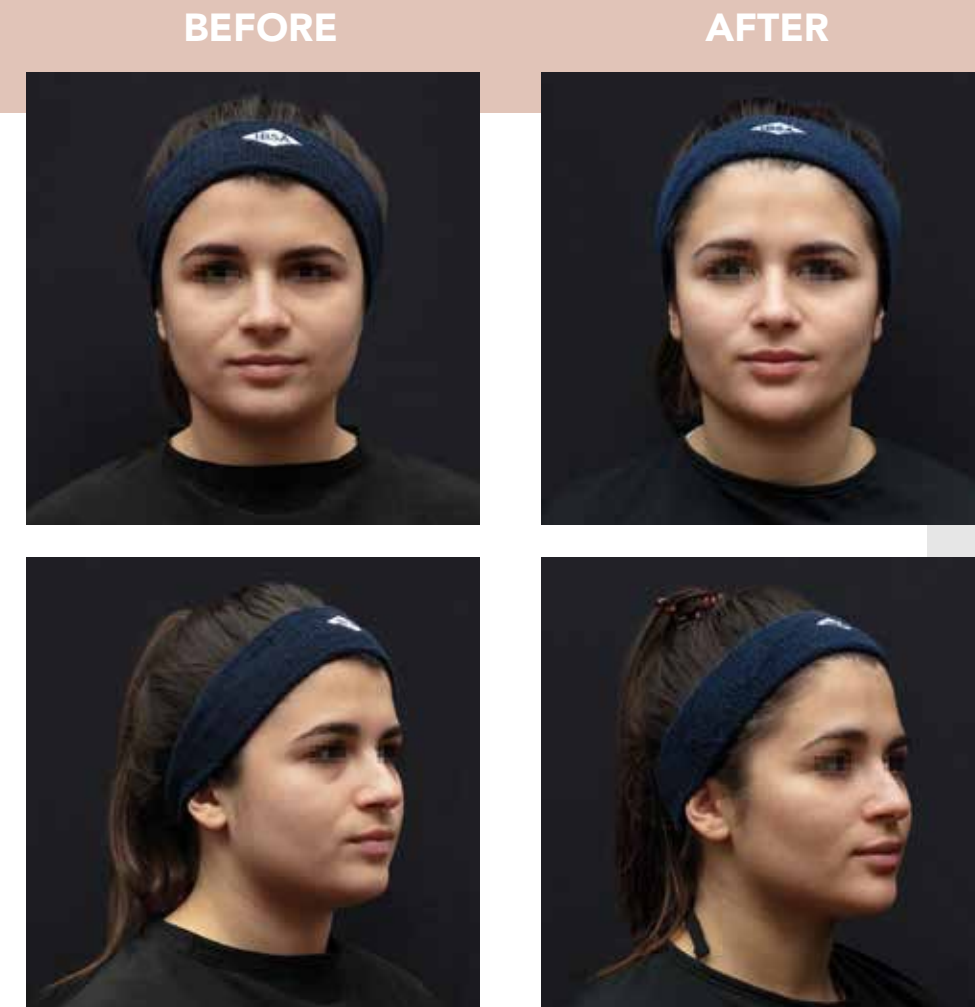


**ROUND**  
Facial shape

TREATMENT Cheekbones  
PRODUCT Aliaxin® SV  
and/or Aliaxin® EV

TREATMENT Chin  
PRODUCT Aliaxin® SV  
and/or Aliaxin® EV

TREATMENT Lip volume  
PRODUCT Aliaxin® LV



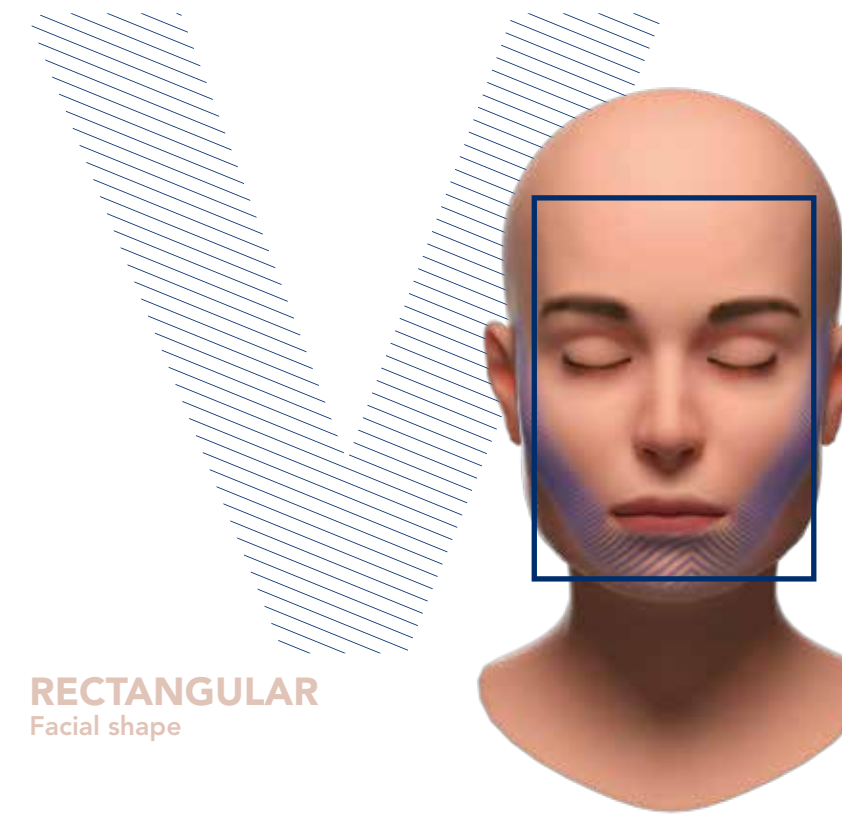
TREATMENT Cheekbones  
PRODUCT QUANTITY 0.5 ml Aliaxin® SV +  
0.5 ml Aliaxin® EV  
per side

TREATMENT Chin  
PRODUCT QUANTITY 0.6 ml Aliaxin® SV  
+ 1 ml Aliaxin® EV

TREATMENT Lip volume  
PRODUCT QUANTITY 0.5 ml Aliaxin® LV

\*Product quantity should be decided by the practitioner based on each patient's individual needs.

Courtesy of Dr. R. Forte

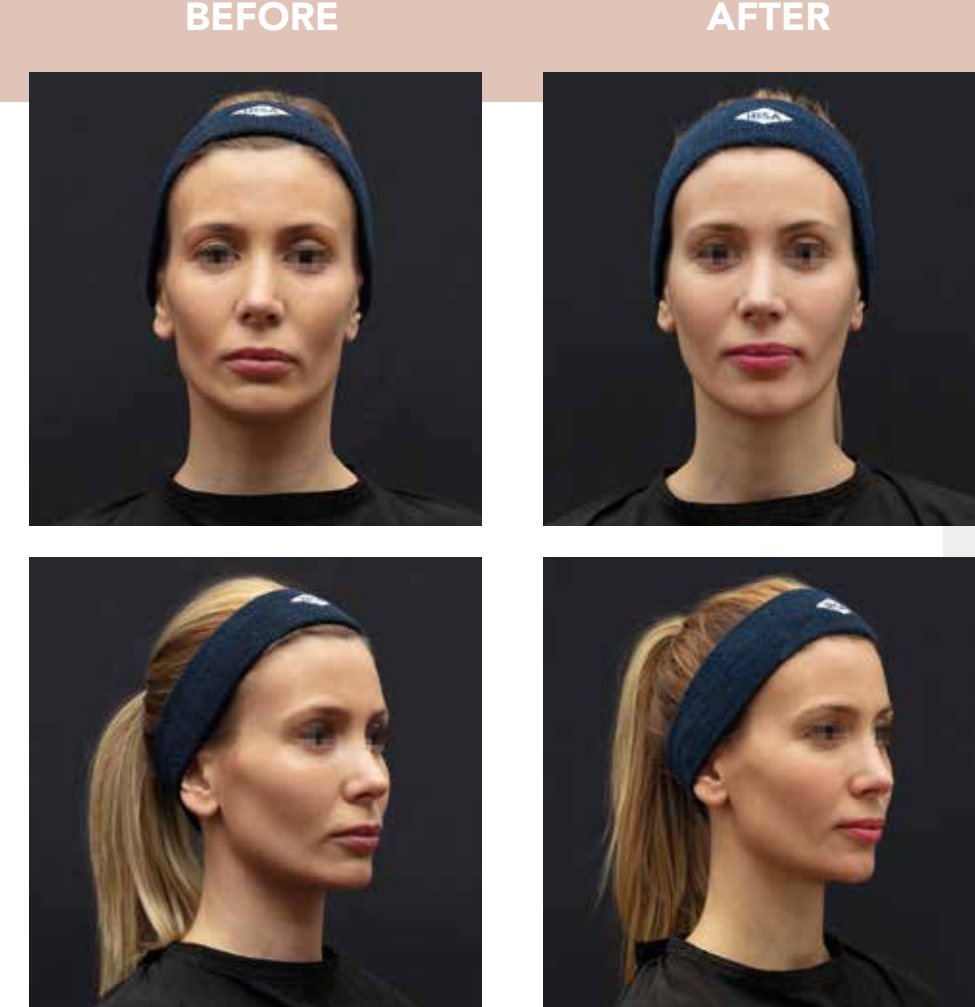


**RECTANGULAR**  
Facial shape

TREATMENT Cheekbones  
PRODUCT Aliaxin® SV  
and/or Aliaxin® EV

TREATMENT Chin  
PRODUCT Aliaxin® SV  
and/or Aliaxin® EV

TREATMENT Lip volume  
PRODUCT Aliaxin® LV



TREATMENT Cheekbones  
PRODUCT QUANTITY 1 ml Aliaxin® EV  
per side

TREATMENT Chin  
PRODUCT QUANTITY 2 ml Aliaxin® EV

\*Product quantity should be decided by the practitioner based on each patient's individual needs.

Courtesy of Dr. R. Forte

# VOLUTION™ PRODUCTS

## Aliaxin® LV LIPS VOLUME



Indicated for lip volume.

MOLECULAR WEIGHTS:  
1000kDa, 2000 kDa

Cross-linked HA concentration 25 mg/ml  
2 pre-filled 1 ml syringes  
2 needles 27G (13mm) + 2 needles 27G (19mm)

## Aliaxin® EV ESSENTIAL VOLUME



Indicated to restore partial volume deficits.

MOLECULAR WEIGHTS:  
1000 kDa, 2000 kDa

Cross-linked HA concentration 25 mg/ml  
2 pre-filled 1 ml syringes  
2 needles 27G (13mm) + 2 needles 27G (19mm)

## Aliaxin® SV SUPERIOR VOLUME



Indicated for the correction of important volume deficits.

MOLECULAR WEIGHT:  
2300 kDa

Cross-linked HA concentration 25 mg/ml  
2 pre-filled 1.1 ml syringes  
2 needles 27G (13mm) + 2 needles 27G (19mm)